

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**MINUTES**  
**March 4, 2009**

PRESENT: Chairman Mark Bodi; Commissioner Richard Simard; Craig Bulkley, Chief of Administration; George Tsiopras, Chief Financial Officer; Peter Engel, Director of Store Operations; Rick Gerrish, Spirits Marketing Specialist; Nicole Brassard, Wine Marketing Specialist; Nancy Valpey, Human Resources; Chief Eddie Edwards, Enforcement; Howard Roundy, IT.

Excused: Commissioner Patricia Russell; John Bunnell, Administrator of Marketing & Sales; Deb Milewski, Director of Information Technology;

**I) ACCEPTANCE OF MINUTES FROM MEETINGS HELD FEBRUARY 18, 2009 NH STATE LIQUOR COMMISSION MEETING.**

Motion made by Chairman Bodi to accept the meeting minutes of February 18, 2009. Commissioner Simard seconded the motion. Motion carried.

**II) ADMINISTRATIVE SERVICES REPORTS**

1) Administrative Issues

There was 1 item for G&C today, Chief Edwards was there and took care of the re-class submitted. It was approved.

House Ways & Means Committee public hearing regarding HB 166, Beer Tax, is tomorrow at 11:00 AM.

Senate Ways & Means Committee meeting regarding HB 181 continues tomorrow afternoon in an Executive Session.

2) Financial Report

Week ending March 1, 2009, weekly sales are up \$585,999 or 8.29%, surpassing the weekly sales goal. Year to date is up 5.96% at \$19,154,001.

Case counts are up 3.5 % and customer count up 9.5 %.

In the expense budget activity variance report, we are through 67.4 % of the year, and have expended about 66.8% of the budget.

3) IT Report

Howard stated nothing to report for IT this week. All is running fine.

4) Human Resources Report

Nancy stated the only one thing to report on is evaluations and they are going fairly well, staying caught up on them.

**III) MARKETING AND SALES REPORT**

1) Store Operations

Peter reported the wine event at the Wentworth went well last weekend. Photos were shown of the process and the day of the event. Also shown were pictures of the bottle signing with Dan Akroyd at the Nashua Store. The commission stated they appreciate all the hard work and effort that went into organizing and pulling off both events successfully.

A. Year End Inventory – Early Store Closings

Motion was made by Chairman Bodi and seconded by Commissioner Simard to accept the recommendation by Peter Engel for the early store closings for the year end inventory. Motion

carried.

B. Store Operations Manual Revision Items – 2009

Motion was by Chairman Bodi and seconded by Commissioner Simard to accept the recommendation by Peter Engel to revise items in the Store Operations Manual. Motion carried.

C. Store Operations has two items for Executive Session.

2) Merchandising Report

- A. Purchasing
- B. Warehouse

Chairman Bodi made a motion to accept the Spirits items listed below as a whole, as recommended by Rick Gerrish, Commissioner Simard seconded. Motion carries.

C. Spirits

1. Approved the request received from Horizon Beverages to list Gran Centenario Roseangel Tequila, 750ML size (new code--#3391) as a test market item.
2. Approved the request received from Horizon Beverages to list Gran Centenario Tenampa Azul Reposado Tequila, 750ML size (new code--#8098) as a test market item.
3. Approved the request received from Horizon Beverages to purchase 500 cases of Sweet Carolina Sweet Tea Vodka in the 50ML sampling size (new code--#3406) as a one-time purchase to be featured in stores at check-outs at 2 for \$1.00.
4. Approved the request received from Southern Wine & Spirits to purchase 160 cases each (480 cases total) of Malibu Passion Fruit, 1.75L (new code--#1811), Malibu Banana, 1.75L (new code--#1818), and Malibu Pineapple, 1.75L (new code--#1820) as a one time purchase.
5. Approved the request received from Flag Hill Winery & Distillery to purchase 33 cases of Flag Hill Cranberry Liqueur, 750ML size (code--#5700) as a one-time purchase.
6. Approved the delisting of Codes #3232, Whitley Neil Gin, 750ML; #3297, Zodiac Potato Vodka, 750ML; and #1334, Basil Hayden, 50ML size, as they failed to reach gross profit requirements during their six month test period.  
Approved the change from full distribution to "Specialty Item" status for Codes #998, Corralejo Blanco, 750ML size and #3272, Sobieski Vodka, 1.75L size.
7. Approved three spirit products (#4261, 4243, and 4437) to be featured as part of our April e-mail alert program.
8. Approved the request received from Horizon Beverages to add the following liter products to the seventeen stores that currently carry liters for retail sales - #812, Jagermeister, Liter and #903, Bombay Sapphire Gin, Liter.
9. Approved the reduction in price for delisted spirit products in order to deplete remaining store inventories.
10. Denied the delist appeal received from Southern Wine & Spirits for Code #4199, Sauza Blanco Tequila, 1.75L size. Product remains delisted.
11. Approved the request received from Horizon Beverages to allow a swap/label change from Riley's Irish Cream, 1.75L to Ryan's Irish Cream, 1.75L and Barbarossa Coconut Rum, 1.75L to Coconut Jack Rum, 1.75L size.

A motion was made by Chairman Bodi to accept all the items listed under wines, except for the offer received from Horizon Beverage to purchase Fish Eye bag in a box wine which will be tabled, as recommended by Nicole Brassard. Commissioner Simard seconded the motion. Motion carries.

#### D. Wines

1. Approved the special purchase request from Martignetti Companies for 3,000 cases of 2007 Cavit Pinot Grigio Sommelier Collection, 750ML and feature with a new code and selling price of \$6.99 per bottle.
2. **TABLED** the special purchase and display offer received from Horizon Beverages for a 1,000 case special purchase combined of Corbett Canyon and Fish Eye bag in box wine codes for the months of March and April pending further clarification from Nicole.
3. As a result of the purchase and display of Trivento wine codes #10409 and 43798, approved carrying #43798, Malbec Trivento Select in all cluster one and two stores and have absolutes placed on the item.  
Approved removing from retail #10409, Torrontes Trivento Select because the gross profit was not achieved. This product will also be reduced in price in order to deplete remaining retail inventory.
4. Approved 2 wine special offers received from Horizon Beverages for the month of March.
5. Approved 1 wine special offer received from Martignetti Companies for the month of March.
6. Approved featuring 21 Gallo wine codes as part of our April E-Mail Alert program.
7. Approved 16 wine special offers received from Perfecta Wine Company for the month of April.
8. Approved 4 wine special offers received from RP Imports for the month of April.
9. Approved 1 wine special offer received from Charles Saunders for the month of April.
10. Approved 130 wine special offers received from Southern Wine & Spirits for the month of April.
11. Approved 24 wine special offers received from Pine State Trading Company for the month of April.
12. Approved 109 wine special offers received from Martignetti Companies of NH for the month of April.
13. Approved 30 wine special offers received from Executive Wine & Spirits for the month of April.
14. Approved 14 wine special offers received from Horizon Beverages for the month of April.
15. Approved 56 wine special offers received from MS Walker for the month of April.
16. Approved proposed wine sales for the promotional months of May, June & July.
17. Approved a wine tasting at the Keene Country Club on June 4, 2009 for "Rise for Baby and Family".
18. Approved the offer received from RP Imports in conjunction with Bodega Familia Barberis Malbec #43147; Torrontes #12083; La Puerta Malbec #43553; Torrontes #43143; and Shiraz #43142 whereby customers will be able to purchase one bottle at regular price and get the second for half price during the promotional months of April and May.
19. Approved the offer received from Horizon Beverages in conjunction with Beringer family wine codes #8421, 11037, 10254, 6438, 11038, 41251, and 32652, whereby customers will be able to purchase two bottles for \$10.00 during the promotional month of April. In addition, approved the offer from Fosters Wine Estate for an in-store gift card promotion during the month of April whereby consumers will receive a chance to win one of ten \$100.00 Exxon/Mobil gas cards.
20. Approved the request received from Martignetti Companies to add code #10238, Primitivo to the Layer Cake family by testing and placing an absolute of three on the item in cluster one and stores 4, 21, 22, 25, 33, 49 & 54.
21. Approved the request received from Martignetti Companies to purchase and display cases of Code #12021, Jargon Pinot Noir in cluster one stores and stores 1, 6, 7, 15, 23, 42, 55, and 60, and also place an absolute in the stores to maintain displays during the months of May and June.
22. Approved the request received from Martignetti Companies to purchase and display cases of Code #12133, pro.mis.Q.ous White and #12134, pro.mis.Q.ous Red in cluster one stores and stores 1, 6, 7, 15, 23, 42, 55, and 60, and also place an absolute in the stores to maintain displays during the months of May and June.
23. Acknowledged the request received from Wineberries to hold in-store tastings on March 6<sup>th</sup> in Store #21, Peterborough from 4-6 p.m.; on March 7<sup>th</sup> in Store #15, Keene from 1-3 p.m.; and on March 14<sup>th</sup> in Store #64, new London from 1-3 p.m. Wine codes to be poured are #41415, 33061, 41409, 40561, and 41157.
24. Approved placing an order to purchase cases of wines for the NH Liquor Commission's Private

Label wines from Windsor Wine Company through RP Imports and Folio Wine Company through Martignetti Companies, however, pricing for the wines is up for further discussion. The initial order would be for a total of 4524 cases – 1008 cases each Windsor Wines Chardonnay, Cabernet & Merlot and 750 cases each Folio Wines Petite Sirah and Old Vine Zinfandel.

25. Approved one additional wine special offer received from Martignetti Companies for the month of April.
26. Approved all primary source submissions.

**IV) ENFORCEMENT & LICENSING REPORT** None

**V) CHAIRMAN'S REPORT & LATE ITEMS** None

Bailment Requests

- a. Coupon Approvals
- b. Legal Issues
- c. Late items / Other

**VI) EXECUTIVE SESSION**

At 1:30 p.m. a motion was made by Chairman Bodi to enter into non-public session under Section 11(a) and (d) of RSA 91-a for the purpose of store security, Commissioner Simard seconded the motion, which was unanimously adopted on a roll call vote.

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Mark M. Bodi, Chairman

Excused  
Patricia T. Russell, Commissioner

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Richard E. Simard, Commissioner